

## ABSTRACT

According to the present invention, there is provided a method and system for automatically launching an application in a computing device (e.g. Internet appliance, or the like) by authenticating a user via a digital camera in the computing device, comprising: obtaining  
5 a digital representation of the user via the digital camera; filtering the digital representation with a digital edge detection algorithm to produce a resulting digital image; comparing the resulting digital image to a pre-stored digital image of the user; retrieving user information including an application to be launched in response to a  
10 successful comparison result, the user information being associated with the pre-stored digital image of the user; and launching the application.